



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop Summary

California State University, Sacramento, Region 1  
Monday, June 17, 2019

### Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020 (CCC), focuses on both the geographic areas and demographic populations who are "least likely to respond." These areas and populations are commonly referred to as hard-to-count (HTC). The ultimate goal is to ensure that HTC/ least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the CCC staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the CCC facilitated collaboration among contractors so that they could continue development an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

CCC thanks and acknowledges California State University, Sacramento for providing the venue and lunch.

### Summary of Morning Session

#### Opening Remarks and Overview

The morning session began with opening remarks from **Mayor Darrell Steinberg**, City of Sacramento, **Supervisor Don Saylor**, Yolo County, and **Secretary of State Alex Padilla**, Chair, California Complete Count Committee. All emphasized the importance of the census and encouraged collaboration and partnership to achieve a complete count.

**Ditas Katague, Director**, CCC, provided an overview of CCC's efforts and approach.

**David Banuelos**, US Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new online option for filling out the census, and employment opportunities.

#### Statewide Outreach and Rapid Deployment (SwORD) Overview

Ben Rogers, SwORD Project Manager, CCC, provided an overview of the CCC website resources and SwORD.

## Updates from Contracted Partners

A panel comprised of contracted partners described their plans, strategies, programs and tools to be used for Census 2020 outreach. Panelists included:

- **Niva Flor**, Sacramento Region Community Foundation, representing the Administrative Community Based Organization (ACBO)
- **Gaby Trejo**, Complete Count Committee, Sacramento County and Sacramento Area Congregations Together (ACT)
- **Jenny Tan**, Complete Count Committee, Yolo County
- **Jeremy Payne**, Equality California
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)

Significant progress has been made in Region 1, which has the largest geographic scope of all the regions. Coordination will be key to reach HTC and hard to find populations. The ACBO approach is data-driven, community-centered, and asset-focused. The regional organizational structure starts with CBOs, and other partners include the Sacramento Local Complete Count Committee (LCCC), multi-county CBOs, and the regional funding consortium partners. The funding consortium partners are especially important in areas where the ACBO does not have an active presence. Strategies include starting with what works locally, allocating funding to local partners, and then implementing a regional approach for greater impact on the regional scale. The ACBO will also align resources, data, and community input. Meta-level strategies include leveraging resources (e.g. toolkit, advocacy, invest in technology, etc.), information-sharing, education & promotion and direct outreach. Outreach in Yolo County will address geographic dynamics (i.e., combination of remote rural communities and dense urban areas), and will be multi-lingual, multi-sensory, and multi-touch. Given the diversity of communities in Yolo, the focus is on equity in outreach to make sure to reach those people and places that will need more attention than others to participate in the Census.

Statewide CBO partners include Equality California and CHIRLA. Equality California is working to address the growing lesbian, gay, bisexual and transgender (LGBTQ) immigrant community and the large LGBTQ homeless youth population. A key strategy will be the integration of culturally competent digital communications (e.g., face-to-face list building followed up with a text-messaging service). All program areas of CHIRLA are involved in census outreach, including civic engagement, community education, legal services, organizing, communications, and membership.

Gaps and needs identified by the contracted partners included:

- Outreach gaps within refugee communities, Muslim community, and Russian community. (The Sacramento CCC is currently developing work plans to include these communities.)
- There is a need for additional trainings on Title 13 and data confidentiality, and the logistics of the citizenship question.
- There is a need to address the intersection of language access and LGBTQ people living in rural communities, especially in areas without existing LGBTQ social infrastructure who have diverse language access needs.
- In Yolo County, more outreach to the LGBTQ community and engagement of the schools is needed, especially to ensure there are enough materials available in the languages spoken in the county.
- The Sac CCC will assess its internal structure to see which HTC groups are not yet represented in the various committees and bring them into the fold.

- The ACBO is seeking to address the unique challenges of the diverse region. It will be important to streamline the flow of resources to the ACBO and then out to the CBOs to support on the ground work.

#### Participant Comments

- Suggestion to enhance access for people with disabilities by using libraries to complete the census as public buildings are required to be accessible to people with disabilities.
- There is a need to make sure that messaging emphasizes there is no connection to law enforcement or immigration enforcement when people fill out the form.
- Develop a pamphlet similar to the one about immigration enforcement (“If ICE Comes Knocking”) to pair with relationship-building and one-on-one conversation about this concern.

#### **Summary of Afternoon Session**

Phil Garcia, Vice President of Public Affairs and Advocacy, California State University, Sacramento, opened the afternoon session by welcoming attendees to the Sacramento State campus, and shared the university’s commitment to supporting a complete count for Census 2020.

California Complete Count Committee member Regina Brown Wilson encouraged local partners to focus on the ground game, and to integrate local and regional outreach efforts with the media contractor’s activities so the statewide partner can do the high-touch media work.

CCC staff reviewed the Implementation Plan Worksheet and gave brief updates on the following topics:

- Outreach / Questionnaire Assistance Centers (QACs)
- Communication / Public Relations
- Language and Communication Access
- SwORD

#### From Strategy to Implementation

Based on conversations with regional and county partners, focused on identifying key areas for discussion prior to the workshop, the following topics were explored in a rotating small group discussion format:

- Outreach / QAC
- Communication / Public Relations (PR)
- Language and Communication Access

Key conversation points include:

- QAC/Outreach
  - Key challenges and remaining questions:
    - How consistent/unique does messaging/branding need to be?
    - How much direct support can people provide to those filling out the form (either at QAC or at outreach events)?
    - Will USCB know the abandonment rate of online forms?
    - How can local businesses be involved to incentivize participation?
    - How to engage youth and children in supporting relatives with technology needs?
  - It is important to use culturally-sensitive colors; designs should also be eye-catching.

- A key issue is the need to co-locate QACs with other services, i.e. go where people are, and where people are waiting (e.g., laundromats, Department of Motor Vehicles offices, public pools).
  - Engage resident ambassadors in affordable housing units in Census outreach.
  - In rural areas, it is important to make sure internet access will work at the QACs and is reliable.
  - The most common platform for people to fill out the form is probably a smartphone.
  - Important to message the amount of time it will take to fill out the form (is the USCB going to track abandonment rates).
  - Staff QACs similar to what is done for voting centers – people need to be on site to provide support.
- Communications/PR
    - Key issues and remaining questions:
      - How will social media influencers and trusted messengers be engaged?
      - How will local and regional websites be consistent aligned with statewide branding (regional logos)?
      - How will success be measured (and by whom)?
      - How can local partners submit ideas to the contractor?
      - Contractor needs to set up dissemination structure as quickly as possible
      - Websites must be accessible for people with disabilities and in diverse languages
    - Regional needs/requests
      - Customizable toolkit for branding and messaging; templates with space to drop-in the city/county name
      - Tailored messages for different audiences that match the language and platform (e.g. WeChat, WhatsApp)
      - Schedule of marketing/media actions (so local partners are ready to signal boost and coordinate local outreach efforts)
      - Online “store” with goods to give away at events (mugs, buttons, pins, etc.), event posters, downloadable templates (ability to request printed collateral too)
      - Coordination on regional website
      - Information on results from focus groups and lessons learned on messaging
      - Website plug-ins that are easy to install and integrate with common platforms like WordPress, Weebly
    - Suggestions
      - Develop feedback mechanism (e.g. rumor/misinformation control hotline)
      - Public Service Announcements for sporting events
      - Engage local artists and youth to create messaging and visuals
      - Link to school activities (e.g., poster contests, school radio/TV/broadcasts)
      - Need to use real people in visual ads, not actors
      - Generate viral content
- Language Access
    - It is critical to understand the community and the diversity within categories like Asian and Pacific Islander (API) or Native Americans.
    - It is important to consider how people process and digest information – need to reach low-literacy individuals with visuals and other formats.

- Need to use trusted messengers and go where people are.
- Some HTC populations do not necessarily speak a language other than English, but have unique cultural context, identity, and cultural spaces.
- Gaps & challenges
  - It will likely be hard enough to staff QACs with English speakers, let alone to do so for all the language needs. Need to consider costs.
  - Need to consider 3<sup>rd</sup> – 5<sup>th</sup> grade literacy levels in all languages.
- Resources & opportunities
  - United Ways of California, 2-1-1 call centers
  - California Independent Living Centers
  - Libraries (bilingual staff and community partners)
  - Sacramento ACT and other faith-based communities (educate clergy and others about messaging)
  - Engage youth (Wind Youth Services) and college students
  - Raise awareness of other language resources from U.S. Census Bureau.

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**IPW Planning Committee**

- Linda Cutler, CEO, Sacramento Region Community Foundation
- Niva Flor, Sacramento Region Community Foundation
- Jenny Tan, Communications Coordinator, Yolo County
- Judy Robinson, Sustainability and Census 2020 Manager, Sacramento County
- Saira Delgado, Office of Assemblymember Aguiar-Curry
- Zack Yeates, Mayor Steinberg’s Office of Civic Engagement, City of Sacramento
- Elaine Abelaye-Mateo, Everyday Impact Consulting (ACBO and Sacramento County)
- Maikhou Thao, , Everyday Impact Consulting (ACBO and Sacramento County)
- Chris Chaffee, Everyday Impact Consulting (ACBO and Sacramento County)
- Lindsey Nitta, Everyday Impact Consulting (ACBO and Sacramento County)

**IPW Attendance Lists for Morning and Afternoon Sessions**

Media Attendance

- Univision 19
- KRON 4 – TV
- Sacramento News & Review Publications

<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Elaine	Abelaye-Mateo	Everyday Impact Consulting, Inc.	X	X
Elizabeth	Aguayo	California Secretary of State	X	X
Alex	Alcantar	Univision	X	X
Akemi	Alden	CA Capital FDC	X	X
Diana	Anderson		X	
Kyla	Aquino Irving	CFILC	X	
David	Banuelos	US Census Bureau	X	

<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Kimberli	Bautista	Secretary of State	X	X
Carlos	Beltran	CA Complete Count - Census 2020	X	X
Jennifer	Berdugo	AARP CA	X	
Alison	Bermudez	City of Citrus Heights	X	X
Veronica	Blake	Placer Community Foundation	X	
Michelle	Breese	Sagent	X	X
Tina	Bruce	Sacramento Regional Community Foundation	X	X
Marty	Buell	Sunrise Recreation and Park District	X	
Nicole	Callaway	Sacramento County Voter Registration and Elections	X	
Annie	Carney	Office of Governor Newsom	X	
Chris	Chaffee	Everyday Impact Consulting, Inc.	X	X
Liza	Chu	Asian Americans Advancing Justice - CA	X	
Fernando	Cibrian	Mutual Housing California	X	
Emily	Condon	Office of Senator Feinstein	X	
Alexia	Cortez	Public Policy Institute of California	X	
Diana	Crofts-Pelayo	CA Complete Count - Census 2020	X	
Cathy	Crosthwaite	Sacramento Public Library	X	
Linda	Cutler	Sacramento Region Community Foundation	X	X
Lisa	Dalton	Associated Students Inc. of CSUS	X	X
Fabiola	Decaratachea	Rental Housing Association of Sacramento Valley	X	X
Saira	Delgado	Office of Assemblymember Cecilia Aguiar-Curry	X	
Sage	DeLucia	211 Sacramento	X	
Steve	Demers	County of Sacramento	X	
Mike	Dopson	Cosumnes Community Services District	X	
Jacquolyn	Duerr	California Public Health Association-North Council on American-Islamic Relations, California	X X	
Basim	Elkarra	Complete Count Committee		X
Joyce	Eng		X	
Julieta	Estante		X	
Jovana	Fajardo	ACCE	X	
Niva	Flores	Sacramento Region Community Foundation	X	X
Israel	Flores	Serna Center	X	X
Chris	Flores	SacRT	X	
Mona	Foster	Hui o Hawaii Sacramento, Inc & Ka'onohi Foundation	X	X
LaMills	Garrett		X	
Charles	Gilmore	Sacramento County Office of Education	X	X
Tina	Glover	SACOG	X	
Alana	Golden	CA Complete Count - Census 2020	X	
Jennifer	Gross	Associated Students Inc. of CSUS	X	X
Esperanza	Guevara	Coalition for Humane Immigrant Rights (CHIRLA)	X	X
Lovelle	Harris	Sacramento Region Community Foundation	X	X
Aliane	Hasan		X	

<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Ligaya	Hattari	California Indian Manpower Consortium, Inc.	X	X
Janna	Haynes	Sacramento County	X	
David	Heitstuman	Sacramento LGBT Community	X	X
Stephanie	Henry	City of Folsom	X	X
Joshua	Hoover	California State Assembly	X	
Douglas	Hsia		X	
Jessica	Hubbard	Yolo Community Foundation	X	
Ben	Hudson	Gender Health Center	X	X
Hannah	Jensen	Sacramento County Voter Registration and Elections	X	
Dorothy	Johnson	CA Complete Count Census 2020	X	
Marsha	Josiah	Univision	X	X
Roy	Kim	Sacramento Employment & Training Agency	X	
William	Kranz	City of Sacramento	X	X
Kirin	Kumar	WALK Sacramento	X	X
Allison	Kustic		X	
Bob	Lagomarsino	Lagomarsino Planning + Management	X	
Aaron	Latta		X	X
Kristyn	Laurence	City of Elk Grove	X	X
May	Lee	APIs RISE	X	
Divino	Lopez	US Census Bureau	X	
Waynee	Lucero	Assemblywoman Lorena Gonzalez	X	
Honey	Lum	Chinese American Council of Sacramento	X	
Lisa	Marroquin	Office of Governor Newsom	X	
Noah	Marty	Associated Students Inc. of CSUS	X	X
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Tony	McAnelly	CalCAPA	X	
Annaly	Medrano	Office of U.S. Senator Kamala Harris	X	
Dave	Mitchell	Sunrise Recreation and Park District	X	
Steve	Moore		X	
Aliane	Murphy Hasan	Greater Sacramento NAACP	X	
Stephanie	Nguyen	Asian Resources Inc.	X	
Lindsey	Nitta	Everyday Impact Consulting, Inc.	X	X
Bryan	O'Dell	Government Operations Agency	X	
Christopher	Ogata	Disability Rights California	X	
Janice	O'Malley Galizion	OCA Sacramento	X	X
Juanita	Ontiveros		X	
Noe	Paramo	CRLA Foundation	X	
Jeremy	Payne	Equality California	X	
Edson	Perez	CA State Senate	X	
Frank	Pisi	Sacramento County Office of Education	X	X
Austin	Preller	Shasta County Office of Education	X	
Cynthia	Rafferty	Richard Heath & Associates, Inc.	X	X

<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Tina	Reynolds	Uptown Studios	X	
Rachel	Rios	La Familia Counseling Center, Inc	X	X
Lilia	Rivera	Kapitbahay	X	
Judy	Robinson	Sacramento County	X	X
Bill	Roby	El Dorado Community Foundation	X	
Annly	Roman	California State Library	X	
Steven	Root	Mutual Housing California	X	
Mary Ellen	Rosebrough-Gay	Yolo County	X	X
Carmen	Ross	Sacramento Regional Community Foundation	X	X
Farm	Saechao		X	
Sal	Salater	Univision	X	X
Gabrielle	Salazar	Sacramento Steps Forward	X	X
Wesley	Samms	United Ways of California	X	
Lorenda	Sanchez	California Indian Manpower Consortium, Inc.	X	X
Daniel	Sanchez	City of Sacramento	X	X
Prabhjyot	Shinh	Associated Students Inc. of CSUS	X	X
Ilana	Shoyket	USF McCarthy Center - University of San Francisco	X	X
Harjit	Singh	Jakara Movement	X	
Megan	Siren	City of Rancho Cordova	X	X
Rebecca	Sloan	Sacramento County	X	
Laurie	Slothower	Sacramento County	X	
Leslie	Snyder	California Community Action Partnership Association	X	
Allan	Stansbery	Center for Community Futures	X	X
Brittany	Stonesifer	ACLU of Northern California	X	
Nikki	Streegan	Placer County	X	X
Jenny	Tan	Yolo County	X	X
Jeffery	Tardaguila	Dogfite	X	
Anthony	Taula-Lieras	Yolo County	X	X
Maikhou	Thao	Everyday Impact Consulting, Inc.	X	X
Christine	Tien	California Endowment	X	X
Gaby	Trejo	Sacramento ACT	X	X
Mai	Vang	Hmong Innovating Politics	X	X
Houa	Vang		X	
Darsey	Varnedoe Jr	Greater Sacramento Urban League	X	
Susan	Veazey	Sacramento Housing and Redevelopment Agency	X	
		Consultant/Select Committee on the Census at CA State	X	
Chris	Wagaman	Assembly		
Molly	Wagner	Walk Sacramento	X	X
William	Walker	Sacramento Employment & Training Agency	X	
April	Wick	Resources For Independent Living	X	
Betty	Williams	Department of Commerce	X	
Kim	Williams	Sacramento Building Healthy Communities	X	



<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Teresa Marie	Wilson	California Indian Manpower Consortium, Inc.	X	X
Regina	Wilson	California Black Media, California Complete Count Committee	X	X
Kerry	Wood			
Mary	Yang	Mutual Assistance Network	X	
Zachary	Yeates	City of Sacramento	X	X
Lisa	Yu	USF McCarthy Center - University of San Francisco	X	X
Rami	Zakaria	Sacramento County	X	X